



FBB
FIERCE BOSS BABES

REEL RESULTS

a complete guide to reels mastery

Introduction

Hi, my name is Melina and I am so **EXCITED** to share this reels guide that will help you unlock your true potential with creating successful reels for your social media business and will turn your passions into profit!

A little about me, I really wanted to earn extra money but I didn't want to have to work outside the home. I discovered that digital marketing was a perfect fit for me because it's flexible, doesn't cost much to get started, and I do it from home while still spending time with my family!

I've found great success in this space after just a few months of putting my all into it!

Now I am on a mission to create more affordable options to help people at any price point!



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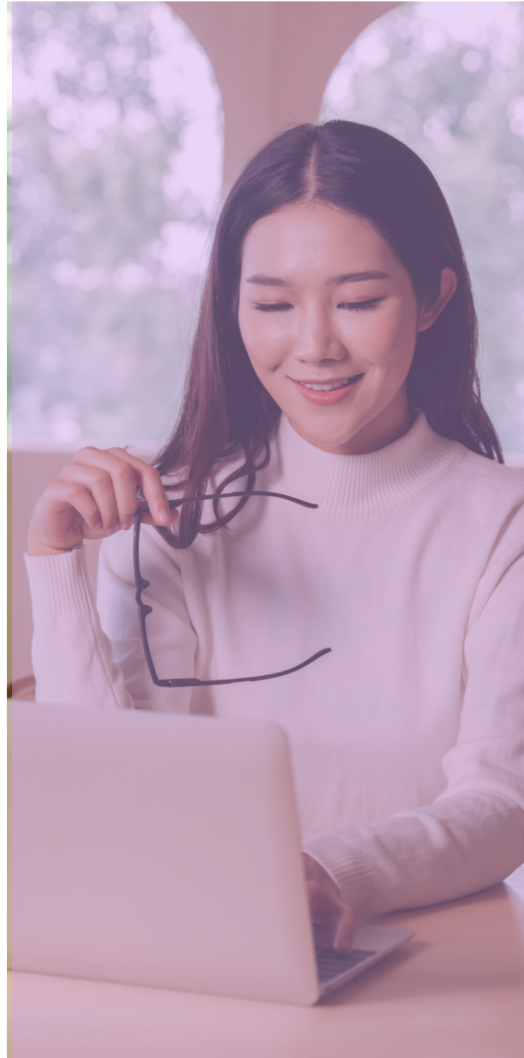
Let's get to the basics. REELS are ultimately your business card and aesthetically create your profile page. This is what will either make people stay or continue scrolling. The strategy behind reels can become intricate and the designs and content you choose ultimately become your trademark!

Social media is SIMPLE, but we get in our heads, overthink our content, and end up not posting fearing we'll be judged.

After countless hours of research, speaking with analysts and the process of trial and error...I've finally cracked the code on creating meaningful content through the Mastery of Reels!

Reels are hands down the best way to grow your following, get more opportunities, and make more sales! And contrary to what many people think, they don't have to be complicated or hard! Trust me, if I can do it, so can you!

The goal of this guide is to give you key pointers and strategies when it comes to reels so YOU can reach more people with your business, product, and/or message!



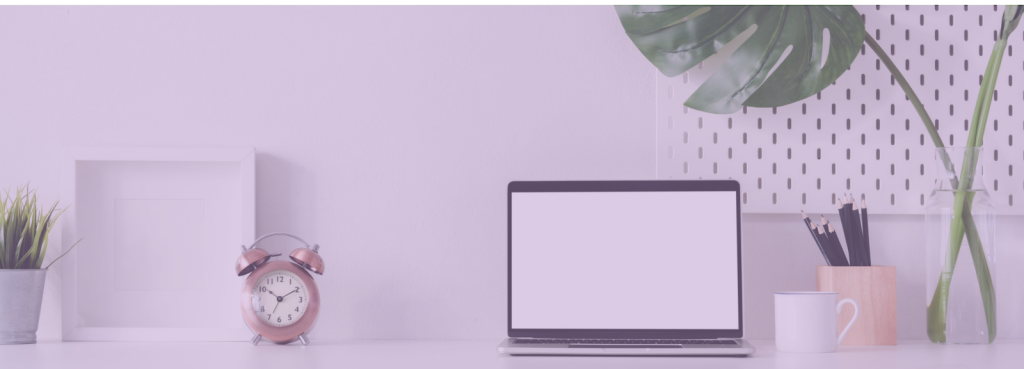
Saveable or Shareable

01

The goal of each of your reels (or at least most of them if you're wanting to reach more people) should be to make them either super **SHAREABLE** or super **SAVEABLE** (or both!)

SHAREABLE: this is content that makes your ideal follower think, "This is so me!" OR "This reminds me of *this person*". The content is *specific enough* to your niche that it makes them feel seen, heard, and understood... and then they share it!

SAVEABLE: this is content that is providing something of value to your ideal follower - knowledge, encouragement, guidance, advice, ideas, etc. Anything that they would want to "save" and come back to later.



Personal vs. Business Content

02

A common question is: what is the balance between posting personal-themed content and business-themed content? While many people are quick to share “ideal” ratios, I think it really depends on you and your account.

If you're like me, you need to find a balance between the two. For me, the reels that get the most traction and attention are the super-relatable personal reels where I'm attracting other women in my shoes. THIS IS OKAY!

For a page like mine that's business + a little personal, do what feels right for you. Share relatable, fun reels that feel easy for you and attract + build trust with like-minded followers... but don't be afraid to post reels about business and what you do + how you make money. It's 2024 - people know social media is used as a method to sell.

On the other hand, many of you reading this might have an account that you almost only talk business. That's great too! The same thing applies: don't be afraid to get personal every now and then to build trust and change it up.

Key: all of the principles in this guide still apply

Who Is Your Ideal Follower?

03

I know, I know. You've probably heard "ideal client" and "ideal follower" so many times. But I want to challenge you... do you actually KNOW who your ideal follower is? You really do need to nail this down because with every reel you make, you'll want to make sure you're speaking to this person.

Usually, your ideal follower will be someone similar to you, or someone you would get along with pretty well.

Unpopular opinion -

Many will tell you to sit here & write down everything you know about your ideal client... Who they are, where they live, their hobbies, etc. Honestly - I think that is a waste of time & rather than stressing over figuring out your ideal client so much - you need to focus on the PROBLEM you are here to solve for people.

Really figure out what problem you are here to solve for people & talk to the person that has that problem. Your target audience is the person who has the problem you are trying to solve. Figure out their top 3 to 5 desires & help them accomplish those things!

The Hook

04

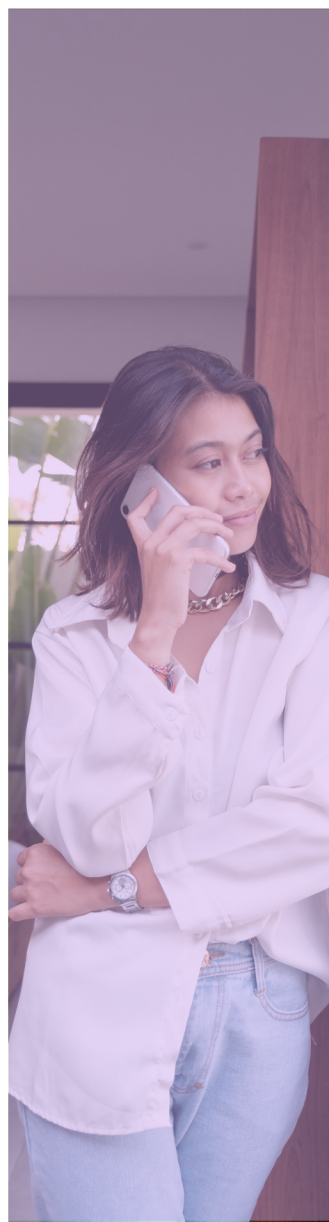
Your hook is **KEY!** This is a quick, catchy phrase or word to get your viewer to stop scrolling and pay attention.

You should have a strong hook in **two places** on your reel:

1. On-screen text: the first words your viewer will see when scrolling by your reel. The job of this hook is to get them to stop their scroll and watch your reel.

2. The start of your caption: the first word(s) of your caption. The job of this hook is to get them to actually read your caption. And of course, the better the caption is -> the more time spent reading it -> the more watch time your reel will get -> the more your reel will be pushed to more people.

***See section 19 of this guide for a list of strong hook ideas!**



Call-To-Action (CTA)

05

The CTA's in your reels are important to increase engagement, watch time, and follower/client conversion!

Similar to your hook, you have a couple different options when it comes to your CTA (feel free to use one or both of these for each reel).

1. On-Screen CTA: this can be used to either send your viewers to your caption for more info or direct them to take a specific action (i.e. commenting or sending a DM of a specific keyword).

2. In-Caption CTA: you'll want to include at least one CTA in your caption, and feel free to include more than one! Use your caption CTA to direct viewers to take a specific action (i.e. following you, commenting something specific, sending a DM, sharing their point of view, etc.)

***See section 20 of this guide for a list of strong CTA ideas!**

Talking Head Footage

06

A “talking head” reel is when you talk direct to camera for the video footage. These types of reels are great to build trust since they’re more personal!

Here are my tips for talking head reels:

- **Start with an extra strong hook.** You have a split moment to grab your viewer’s attention, so make the most of it! For example, don’t start out with “Hi, I’m [name].” Just jump right in with your hook.
- **Don’t talk too slow.** Be enthusiastic. Edit out pauses. Remember, people have short attention spans (refer to the “splits and transitions” section of this guide for help with this).
- **Include closed captions.** Most people are scrolling by reels with their volume either really low or completely off. I include an app recommendation for this at the end of this guide!
- **Use a trending audio as your background audio** on low volume (not too high that it distracts from your voice).
- **Include a title** on-screen AND on your cover photo (I talk about cover photos in section 11). The title can be the same as your hook that you use to start the video!

B-Roll Footage

07

B-Roll footage is basically background content that you use as the video for your reel. This has become a very popular method for reels which is GOOD because it means less work for you! It also means you don't have to show your face if you don't want to.

Not going to lie, MOST of my reels are using B-Roll footage because it's easy and less time consuming. And we're allllll about easy and less time consuming over here. Don't underestimate the power of a short, basic clip of something random!

Examples of B-Roll footage include:

- Pushing your stroller on a walk
- Sitting at your computer working
- Pouring a cup of water, coffee, or your protein shake
- Putting out your outfit for the day
- Rocking your baby
- A short clip of the sunset

....basically any random thing going on in your life.

Tip: collect 5-7 second clips throughout your day (or designate one day a week to collect several). Add them to an album in your phone so they're easy to find and pick from when you go to create your reels.

Your Main Message

08

Your main message is the message you're aiming to get across with your reel.

You have 2 options: you can put the “meat” of your main message as on-screen text in the reel itself.

OR include it in your caption and use a quick CTA to send people to your caption down below your reel.

Remember, your main message is content that is either shareable or saveable - so, here are a few questions to ask yourself:

- Are you providing value to your ideal client or follower?
- Is your message relatable to your ideal client or follower?
- Does your message give ideas, encouragement, guidance, or advice of some sort?

Your main message doesn't need to do ALL of these things, but it should do at least one of them!

Your Main Message (cont.)

09

In deciding whether or not to put your main message on-screen or in-caption, here's a few pieces of advice:

- Only include it on-screen if you can do so **without** over-crowding the screen, making the text hard to read, or making the video too long.
- If you DO include it on-screen, make sure to edit the video so that the text pops up in sync with the rhythm or beat drops of your selected audio. Even better if you do just one small chunk of text at a time!
- If it's too much text, just use a call-to-action right after your hook to send people to your caption.




Trending Audio

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A “trending” audio is basically any audio that Instagram has highlighted as popular. Using a trending audio is KEY if you want to reach more people because Instagram is more likely to push your video out to more people.

You’ll know if an audio is trending if it has the diagonal up-arrow. If you click on that arrow on a video, it’ll take you to all the videos using that audio and you’ll be able to see how many times that specific audio has been used.

Then, if you click on this button:  **Trending** · 1,037 reels you’ll see a list of the top 50 audios that are trending!

I recommend using trending audios with less than 5k uses if you can. Even better: the “original” video has more than 1M views with recent comments from the last few days.

Tip: use your scrolling time wisely! As you’re scrolling through IG and find videos, audios, and/or trends you like, SAVE them! You can save reels into folders and you can also save your favorite audios to use later. Just make sure they’re still trending when you go to use them.

Cover Photo

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Your reel's cover photo is what people will see both in your profile "grid" (the main view of your profile) and in your reels tab.

Ideally, your cover photos make it clear what each reel is about, fit your brand, and encourage someone to click on your video if they've visited your profile.

Most people have pretty much agreed that perfectly aligned and aesthetically pleasing profiles aren't necessary. However, I think it is still important to stay on brand and make sure your reels' cover photos are a proper depiction of what to expect.

Your options:

1. Choose an existing frame from your video as your cover. Make sure the frame you choose includes at least the "hook" on-screen text.
2. Upload a cover photo from your camera roll. You can use **Canva** to design a cover photo if needed (use size 1080 x 1920 for a reel cover photo).

Splits & Transitions

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The “Split” feature is within the Instagram app and is basically a way to cut one long clip into multiple tiny clips. This is a proven way to keep your viewer’s attention longer since these days, our attention spans are so short! Using the split feature is especially important if your reel is longer than 5-7 seconds.

THIS is a great tutorial on using the split feature.

It takes a little bit of practice but once you get the hang of it, it’ll go quick!

Plus, using this feature means you only have to press “record” once, and you still get the feel of multiple takes.

Similarly, transitions between clips are a great way to make your videos more catchy and snappy, and therefore keep people’s attention longer!

HERE is a great tutorial on why you should use transitions PLUS 5 easy transitions you can do right inside the Instagram app!

Get Creative + Be Original

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A good way to reach a wider audience is hopping on trends as early as possible. When you're scrolling Instagram, pay attention to reel trends you see over and over.

The key here is to BE ORIGINAL! Hop on trends and use trending audios, but put your own twist on them. It's okay to be inspired by a trend, just do your best to make them your own.

With so many people making content on the internet & LOTS of copycats - the best way to gain REAL traction to your page & business is by being as original as you can be!



Your Signature

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Your signature is a one sentence call to follow you that you'll put at the end of every caption. It'll tell your viewers very quickly who you are and why they'd want to follow you.

I noticed a substantial increase in my followers when I started implementing a simple signature on each video!

Something as simple as this can gain you followers:

Short, sweet, to the point. I'm basically telling my viewer to follow me if they liked this video and want to see more like it. And it works!

Tip: Use the "Text Replacement" feature in your phone settings to save your signature using a shortcut so you don't have to retype the whole thing every time.

Hashtags & Keywords

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Hashtags are NOT dead. A lot of people claim that they are, but they are still useful to categorize your content.

Can you get great reach without them? Absolutely. If you do choose to use hashtags in your caption, I'd focus on hashtags that are less saturated. It's less likely your video will be found with a hashtag that has millions of uses.

Keywords are a newer emphasis on Instagram. Basically, you want to make sure your on-screen text AND your caption contain relevant keywords so that the algorithm pushes your content out to the right people.

For example, some keywords I like to make sure I include somewhere in my reel and/or caption are: digital marketing, financial freedom, mom life, PLR products, passive income, working mom, digital products, Done For You content, etc.

If your caption is short or there are keywords you want to add, you can always just type them below your hashtags in your caption or place them in your reels and move them off to the side so they are unseen!

Your Caption

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Remember, your caption should start with a strong hook that gets people to expand your caption to read the whole thing, particularly if your main message is in your caption.

Some tips for your caption:

- If your caption is more than a few sentences long, make sure to separate lines with a space pretty often. It's easier for people to focus on 1-2 sentences at a time versus trying to read a long paragraph.
- Make sure to include your hook, CTA, hashtags and keywords, and signature at the end.
- Story telling is key! Share your experiences and be vulnerable and honest. This is huge if you want to gain trust + convert viewers into followers + convert followers into clients.
- Use emojis but don't overdo it.
- If your caption is catchy, engaging, and decently long (separated out with spaces), this will help you get more watch time on your reel (especially if it's a short 5-7 second clip), which will mean it should get pushed out to more people.

Some More Tips Pt. 1

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Font Choice: only use fonts that are easy to read on top of your video. If people have to squint or strain, or if the words blend in with the background, they'll scroll right by.

Your Branding: speaking of fonts, I recommend staying consistent with what fonts and color schemes you use throughout your content. You want your brand to be recognizable!

Video Length: most of your reels should be between 5-7 seconds long. This is a proven sweet spot!

Filters: don't overdo it with the filters or use crazy abstract ones. One of my favorites is the "Shade" filter by "laisrnfereira" to make the screen a little darker so it's easier to read the text overlay.

Text Location: make sure your text is in a place that's easy to read and not covered up by your username, the start of the caption, or the graphics.



Some More Tips Pt. 2

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Save As You Go: “Save As Draft” often. To be extra safe, save your drafts to your camera roll (you’ll have to save it without the audio, so make sure you have that audio saved to use later). Instagram glitches and the last thing you want is to lose a reel you’ve worked hard on.

Schedule In Advance: you can create a reel and schedule it to post at a later time if needed. Read **THIS ARTICLE** for instructions on how to do this.

Pay Attention To Insights: you need a business or creator account to see insights for your reels. **HERE** is an article about reels insights. Don’t stress too much, but definitely pay attention to what reels are performing better. And remember, it’s not all about likes! Sometimes, you’ll have more shares, saves, or comments than likes. Any type of interaction is good interaction!

Respond To Comments: take a few minutes in your free time to go through and respond to comments. This keeps people coming back to your reel and will improve your engagement rates! Engage with your followers, ask questions, and build that trust.

Some More Tips Pt. 3

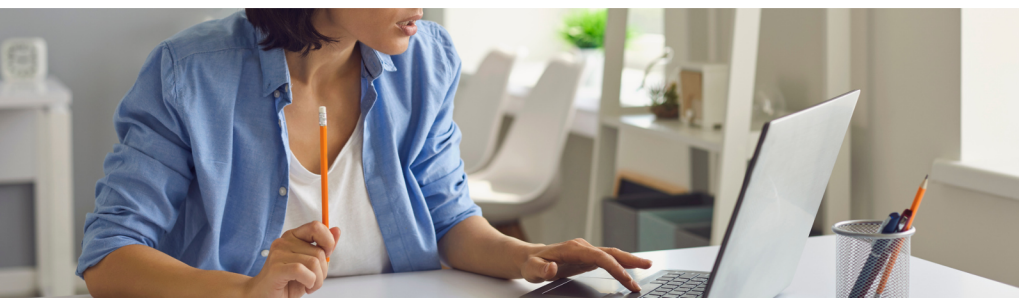
19

Keep it simple: Reels don't have to be complicated or time consuming. I used to NEVER post reels because I thought I needed video editing skills to make them fancy and high quality. Don't overthink it!

Share To Facebook: When possible, allow the reel to post on your facebook account. Several times, I've had a reel do "average" on Instagram, and blow up on Facebook. One of mine has 3 million views from Facebook alone (you can see this in Insights).

Be Patient: Reels have a way of taking their sweet time sometimes! Sometimes mine start performing well WEEKS after I posted them.

Stay Consistent: I can't stress this enough! Play the long game. Don't just post to try to go viral. Keep your ideal follower in mind and consistently show up for them. The algorithm is NOT out to get you!



Your Reels Checklist

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I know this has been a lot of info! So here's a checklist to help you nail the important elements:

- Strong hook (on-screen and the first sentence of your caption)
- CTA's (on-screen and/or in your caption)
- Trending audio
- Cover photo is on brand and properly aligned
- Signature in your caption
- Hashtags and keywords in your caption
- Easy-to-read text (choose the right font and placement)
- Transitions and/or Split feature used (if needed)
- Ideal follower: did you create this reel +. caption with them in mind?
- Is this reel worthy of being saved and/or shared?

Hook Ideas

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- 5 cheat codes I wish I knew at (insert age)
- The only 2 types of ____ I use...
- What is your unique ____?
- Here's what I would tell ____ if they ____
- 3 things I wish I knew about ____
- Your ____ is begging for a revamp
- POV: ____
- If you wish you could ____
- Don't believe THIS lie...
- 5 ways to ____
- Be careful not to do this...
- 3 things to stop doing
- You do not have to ____ if you want to ____
- This is your sign to ____
- The secret to...
- Somebody has to say it...
- Unpopular opinion warning...
- Ways to save time on ____
- MYTH:
- 3 mistakes to stop making on ____
- Did you know?
- REMINDER for ____
- The WORST way to...
- Steal my...
- What your ____ says about you
- Do THIS if you...
- Raise your hand if you're sick of ____
- Calling all ____!
- You'll never guess...
- 3 things I learned from...
- 5 things to stop doing if you want ____
- Not to be dramatic, but...
- Okay, I know what you're thinking...
- This feels illegal to know...
- The scariest decision I've ever made
- This will change how you ____
- This might shock you...

CTA Ideas

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- See caption for more 🙌
- Comment [WORD] for the link to ____
- Tag someone you know who needs to see this!
- Describe your day in 3 emojis ↓
- Caption this!
- Raise your hand if you can relate! 🙋
- Head to my stories for more info!
- Share the love! Tag your biz bestie in the comments
- Don't forget to SAVE this post for later!
- Follow me for more like this
- Share this with the first person who pops up when you hit share
- Share your take in the comments
- Share this with a friend who ____
- Can you relate? Comment below!
- Head to my link in bio for the free guide
- Steal my strategy in the caption
- If you found this post helpful, save it for later!
- Questions? Comment below!
- Head to the link in my bio to claim yours!
- If you agree, comment your favorite emoji!
- What did I miss? Comment below!
- Save this post for the next time you need ____
- Go vote for your favorite in my stories!
- Seats are limited, save your spot now!
- Like this post if you ____
- Turn on post notifications so you don't miss the ____

Helpful Apps & Products

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CapCut: video editing app with more text and editing options if you prefer to create your reels outside of the IG app. Personally, I only use this app when I need to use the green screen feature.

Unsplash: **Faceless Digital Marketers this one's for you! Download** high quality stock images (I use this for the background photos when I use the green screen feature like in those 2 videos above).

Captions: this app is great for if/when you want to post a speaking reel and want to include high quality captions.

ManyChat: automation, baby! If you use a CTA like “Comment [WORD] for the link”, ManyChat is what you can use to automatically reply to the comments and send DM's with your link.



Thank You!

I hope you found this helpful and approach Reels with more confidence than ever before! Utilize the techniques explained in the guide to see REEL RESULTS! Remember, you are unique! You have a unique purpose and a unique message that people need to hear from YOU.

If you haven't already, come say hi on Instagram and let me know how you liked this guide, or if you have questions that still need answered!

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